

**REMARKS/ARGUMENTS**

In the above-mentioned final Office Action, claim 459 was rejected under Section 112, first paragraph, claims 429, 432-435, 437-451, 453-461, 474, 475, 477 and 478 were rejected as unpatentable over U.S. Patent 4,863,772 (Cross) in view of U.S. Patent 5,407,718 (Popat); claims 452 and 470 were rejected as unpatentable over Cross in view of Popat and further in view of U.S. Patent 5,842,722 (Carlson); claims 463 and 464 were rejected as unpatentable over Cross in view of Popat and further in view of U.S. Patent 4,704,317 (Hickenbotham et al.); and claims 465-468 and 471-473 were rejected as unpatentable over Cross in view of Popat and further in view of U.S. Patent 5,198,275 (Klein).

Applicants thank the Examiner for the detailed explanation of the rejections provided in her action.

In response thereto, claims 429, 432-458, 460, 461, 463-468 and 471-478 have been cancelled without prejudice or disclaimer, and new claims 479-531 have been added.

It is respectfully contended that these new claims are patentable over the art of record.

It is first not seen why one would modify Cross in view of Popat as the examiner did in her final rejection as to do so would render Cross unsatisfactory for its intended purpose and these two patents are directed to two very different technologies having different problems. Cross discloses a roll (or web or web-like) construction, not a sheet structurally constructed for sheet-feed printing (into a desktop printer (e.g., 230), for example) with the matrix portion around the cards. More particularly, Cross discloses a construction which is printed by the manufacturer and not by the end user.

In sheeted (lamine) products, lay-flat is typically achieved pursuant to methods well known by those skilled in the art by remoisturizing the product during manufacturing. Lay-flat is not a concern for the web of Cross, and the production line of Cross does not indicate remoisturization capability. Cross does not disclose a sheet that is printable by a user, only one that is printed during the manufacturing process.

Also, Cross (see, e.g., FIG. 1C) does not disclose a matrix waste portion as claimed in claim 479.

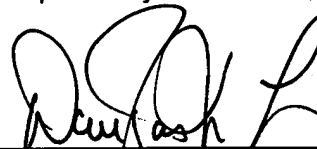
In contrast, Popat is directed to a label sheet assembly for transparent paper adhesive labels having a substantially transparent paper label sheet with a substantially transparent, pressure sensitive adhesive coating. Each of the clear labels (26) has an adhesive layer (30) which permits the user to apply the label to a desired surface. In other words, Popat is concerned with adhesive labels and not with business cards having back sides that are non-tacky as set forth at the end of independent claim 479. Thus, it is submitted that one would not modify the teachings of Cross with those of Popat, and even if one did, for the sake of argument, the present invention as currently claimed would not be taught.

Accordingly, it is respectfully contended that all of the claims are patentable over the prior art of record. Issuance of the Notice of Allowance at an early date is in order.

If there are any remaining issues, the examiner is encouraged to telephone the below-signed counsel at (213) 689-5142 to seek to resolve them.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 07-1853. Should such additional fees be associated with an extension of time, Applicants respectfully request that this paper be considered a petition therefor.

Respectfully submitted,



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Dated: January 24, 2005

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